

IOWA STATE UNIVERSITY

Digital Repository

Volume 14

Number 6 *The Iowa Homemaker* vol.14, no.6

Article 3

1934

WOI Programs Popular

Julia Bartlett

Iowa State College

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Bartlett, Julia (1934) "WOI Programs Popular," *The Iowa Homemaker*: Vol. 14 : No. 6 , Article 3.

Available at: <http://lib.dr.iastate.edu/homemaker/vol14/iss6/3>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

For Scribblers

Miss Rowe Points the Way

—As Told to Janice Stillians

NO WOMAN should enter a firm in which she does not believe or whose product she is not for 100 per cent. In this I firmly believe.

Editorially speaking, I am 14 years old. My job is editorial field service for the Farmer's Wife. Our magazine sends out field representatives who use the old fashioned "day visit" way of contacting the reader; we go out not after copy alone but to learn to feel the pulse of rural thinking. Our findings in the field determine the editorial policy of the magazine. Our trips vary, but one of the most interesting ones I have taken was last summer when for 3 weeks I traveled down the coast of Minnesota, Iowa, and Missouri and over into South Dakota, Nebraska and Kansas, spending the day in the homes of leading rural women, visiting and finding their needs and interests.

What opportunity is there for the home economics journalist? An eager question from students. As I see it, the home economics journalist has several possibilities:

FIRST there is the publication field. The home economics journalist can be a regular staff writer for home economics magazines or for departments of home economics within the magazines. This field is fairly well saturated; well established.

Opportunities are just beginning to come for trained home economics writers as regular staff members of newspapers. Probably the field will open up suddenly now as the executives of a few papers realize the need for the trained home economics writer. Thank goodness we are getting away from the saying, "I don't want a trained home economics woman, but a good practical housewife." Gone are the days of the great calico-slat-sun-bonnet picture of the farmer's wife. She now has broad interests; she is vitally interested in the world about her.

Writing bulletins and publications for private companies which have their own experts is the third possibility. This field may mean being assistant to the home economics trained person, writing advertising and information for the person who is unable to write. The people who put out the commercial products know most about them; they are more able to give information. One firm baked 2,000 cakes before deciding for themselves about the exact quantities of baking powder.

The fourth path for the home economics journalist is free lancing—writing and submitting articles to magazines and newspapers. In the recent past free lancers have had a hard time

BESS M. ROWE, who was guest speaker at the Ellen H. Richards Day convocation December 6—

●
..is a native of Iowa. . . born in Chickasaw County. . . grew up on a farm at New Hampton.

●
..graduated from the University of Minnesota with a B. S. degree in home economics.

●
..is a charter member of Alpha Chapter of Phi Upsilon Omicron and was the second national president of Phi Upsilon Omicron.

●
..at present is field service editor of the Farmer's Wife.

●
..knows as many farm women as any person in the United States. . . because farm women and farm homes are her chief interests.

●
..has visited every state in the 48 except Maine, New Mexico, and Arizona.

of it. Brighter times are on the way: Members of the editorial staffs are not having as heavy a load as they have carried and free lance articles are more in demand.

WOI Programs Popular

by Julia Bartlett

THE modern housewife is making a profession of homemaking—she is still domestically inclined, despite stories to the contrary.

The modern housewife is not willing to let the mere essentials for existence take up her entire time. In a report of the year's Homemaker Half-hour over WOI Mrs. Zenobia Ness, director, shows that homemakers are seeking help from home economics colleges in planning their work. A total of 170,160 requests for copies of the various pro-

BESS M. ROWE

... white hair that doesn't match her keen, sparkling eyes or her vigorous, purposeful movements or her crisp, quick voice.

... "chatty" with a friendliness that explains her success as "contact man" in her work.

... teller of good stories. Listener, with flattering attention, to other's stories.

This, in a word, is a picture of Bess M. Rowe, field editor of the Farmer's Wife.

grams were received during the year. One of the largest fields of interest was canning—1,000 copies were sent out in response to requests from radio listeners. The material on canning chicken alone had 400 requests.

FOLLOWING the honey recipe contest, 2,400 copies of the chosen recipes were requested. Meringues, appearing in three parts, was also popular judging by the 647 calls.

One of the features of the year, a series of programs on home furnishing—"The House that Jack Built,"—appeared in 26 chapters. The favor with which this series was met may be judged by the 903 requests for it.

The "Symposium on Sandwiches" had an overwhelming popularity in the spring—2,000 copies of this program were mailed in response to requests. But foods and home furnishing did not steal the show entirely. The modern housewife also showed a decided interest in what is being done in other countries. There was an average of about 900 copies of the "World Friendship" series which included talks on art, clothing, customs, and foods of seven countries—Japan, China, Germany, England, Russia, Italy and France.

Five hundred copies of holiday games, candies, new slants on dressing up the turkey, and other ideas for food delicacies were distributed.

One listener says that eliminating WOI from the air would "be a blow to us outlanders who may be too old to go to college, but not too old to learn." Any number of women write that their dials are set for WOI from Andy's "good morning" until the final "sign off!"

A prominent Des Moines woman expresses her opinion and the feeling of her social group: "Every tax payer of Iowa receives more from WOI per capita expenditure than from any other state expenditure."

These few clippings give just a bird's (Turn to page 6)

Spotlight Over Washington

by Alberta Hoppe

YE old Christmas Spirit came to the poor of Manhattan this year from Mrs. Blanchette Hooker Rockefeller, 25-year old wife of John D. III. Working through Manhattan's Charity Organization Society and the Y.W.C.A. she scattered cheer among the unfortunate. Just another Mrs. Santa Claus helping out during the rush.

* * *

James A. Moffett and Harold Ickes, acting seconds in the ring-side battle between private capital and government financing of FHA, have agreed to shake hands and shake their differences. Moffett hopes that private capital may provide the necessary funds for the building program. If this fails, however, Secretary of Interior Ickes will step in with government aid to turn the trick.

* * *

Hidden away in an obscure chapel of the Smithsonian Institute of Washington is the seated likeness of George Washington. The stone image, sculptured in 1832 by Horatio Greenough, was originally intended for the capitol building, then being rebuilt after the British had destroyed the old one. The figure, however, was modeled nude to the waist a la old Roman, and public opinion ruled it inappropriate for the nation's capitol. The total cost for the sculptoring, moving, etc., was \$35,000.

* * *

Three foreign countries have met the U. S. cotton export tax with substitutes. Italy is making a cotton-like material from wood pulp at about one-third the cost of cotton goods. Germany is manufacturing substitutes or combinations of raw cotton and new synthetic materials. England has produced a "spun rayon" from an artificial base made by a process which turns a viscous thread into a staple fibre.

* * *

The First Lady of the Land has gone a-purchasing, and with the consent of her husband, the President, has ordered a new set of china for the White House. The pattern has an ivory background, a dark blue border, and 48 stars, a band

and the president's crest all in gold. The order is for 1,000 pieces and will cost \$1,200. It will include 10 dozen of everything except service platters. In place of new ones, the gold and silver service platters now used in the White House will continue in use.

* * *

One of the corners around which prosperity will come is that of declining birthrate, according to Dr. O. E. Baker of the Department of Agriculture. There is a definite trend toward smaller families, says Dr. Baker. Since 1930 the decline in the birthrate has taken place at the rate of 100,000 a year. This will be reflected in a decline in the number of possible mothers in the next two decades and this will lead to a still further decline in children. Prosperity will be due to fewer and fewer children to support, while time will not have taken the aged.

One of the new thing-a-ma-bobs or what-you-call-'ems that cut the corners for women is the cream maker, a bronze and aluminum homogenizer, which has recently put upon the market in this country.

This pressure device does for butter and milk what all the king's horses and all the king's men couldn't do for Humpty Dumpty. The butter and milk are put together by the pressure which breaks up and evenly distributes the fat globules, making cream. The advantage is that butter is cheaper than cream, and by using the machine you may have the cream in your coffee at 6 cents a half pint.

Mayonnaise, ice cream and egg nogs are greatly improved in flavor and smoothness after acquaintance with the cream maker. Baby food is mixed with it in hospitals where an emulsion is needed but a commercial outfit is not worthwhile. It is used by restaurants and confectioners, and although it means a decrease in cream sales to the creameries, it means an increase in butter sales.

* * *

Health Rules

---Tried and Trusted

by Hazel Moore

"KEEP your hat on," advises Dr. John Grant, Iowa State College hospital physician.

The subject happened to be colds. Of course, going without one's hat is collegiate and even daring when those icy winds blow across the campus. Your permanent may be some protection, but alas! when you must get out the Vicks and Kleenex.

So put your hat on and get outside.

Dr. Grant also says to dress warmly for winter weather, meaning to wear

heavy garments outside and remove them while inside, and thus be comfortable all the time. Wear your warmest gloves or mitts and the wooliest scarfs and feel like seeing how really beautiful the snow-covered campus is.

Soon the lake will be frozen. Notice it the next time you go by it on your way to class. Are you anticipating the flash of skates and the feel of the rushing wind as you glide around the bend? Skating—"a wonderful sport," says Dr. Grant, "but you have to be dressed for it. You can't get out and freeze."

Winter is here—and who can doubt it. We can shiver and groan our way to and from class, or we can take a few precautions and make the best season of the year out of it. At least no one can dispute the fact that the cold air wakes anyone up. To stay awake in class necessitates regular hours of sleep the night before.

"Get to bed early," says Dr. Grant. "You'll feel rested and get more out of the next day's work."

Dr. Grant advocates eating more now during the cold weather so that more heat for our bodies is produced. "It is not the best thing to do to eat at night," says Dr. Grant, "but if you must, eat lightly before going to bed."

Dr. Grant's last advice is "Always drink lots of water."

Old health rules, you say? Oh, yes, good old health rules. Tried and trusted and workable.

Sand Bars

AVERY popular dessert served in Institutional Tea Room this quarter is in the form of cookies called Sand Bars. The cookies are quite rich and very delectable served with fruit or ices.

The recipe calls for:

$\frac{3}{4}$ lb. butter	$1\frac{1}{2}$ c. pecans
$\frac{6}{8}$ T. granulated sugar	$\frac{1}{2}$ lb. powdered sugar
$4\frac{1}{2}$ c. flour	

Cream the granulated sugar and butter thoroughly. Add the flour and nuts and shape with the hands. Roll the cookies into an oblong shape about 1 inch long. Bake in a moderate oven (350 degrees F.) for about 15 minutes. Remove from oven and roll at once in the powdered sugar. Let remain in powdered sugar until served.

WOI Programs

(Begins on page 3)

eye view of what hundreds of others have expressed in letters to Mrs. Ness. They all go to corroborate the statement that the modern housewife is making her job of homemaking a true profession—and a broad one at that!